



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-44 (GP-096-00-US)**

Appl. No.: **10/750,363**

Applicants: **Krishna BHARAT et al.**

Filed: **December 31, 2003**

Title: **GENERATING USER INFORMATION FOR USE IN TARGETED  
ADVERTISING**

TC/A.U.: **3621**

Examiner: **Evens J. Augustin**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the Office Action mailed on August 11, 2006 (Paper No. 20060728), which set a period for response to expire on November 11, 2006, that period being extended two (2) months to expire on January 11, 2007, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 19 of this paper.

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